

Message

From: Aviles, Jesse [Aviles.Jesse@epa.gov]
Sent: 10/12/2018 5:49:31 PM
To: McClain-Vanderpool, Lisa [Mcclain-Vanderpool.Lisa@epa.gov]; Guerra, Valeria [Guerra.Valeria@epa.gov]; Marruffo, Json [Marruffo.Json@epa.gov]; Faulk, Libby [Faulk.Libby@epa.gov]; Chergo, Jennifer [Chergo.Jennifer@epa.gov]
CC: Mutter, Andrew [mutter.andrew@epa.gov]; Mylott, Richard [Mylott.Richard@epa.gov]
Subject: RE: Let's talk Facebook!

I don't want a Facebook post in our social media pages nor a promoted post as the way to reach the community. I want an ad. Facebook Ad page is <https://www.facebook.com/business/products/ads>. I will like the ad to be targeted to users within the boundary of the site. In this case the widest boundary is OU1. The ad will be very simple. It will say that we are deleting OU1 and have a link to the online docket. Afterwards, I want to see the analytics to see if it's something we can continue to do. I checked my Facebook feed, one of the ads did not have an option to comment. Since the only comments I can evaluate are those sent through the routes established in the docket, I want that the ad does not the comment option on to prevent confusion to viewers.

From: McClain-Vanderpool, Lisa
Sent: Friday, October 12, 2018 10:59
To: Guerra, Valeria <Guerra.Valeria@epa.gov>; Marruffo, Json <Marruffo.Json@epa.gov>; Faulk, Libby <Faulk.Libby@epa.gov>; Chergo, Jennifer <Chergo.Jennifer@epa.gov>
Cc: Aviles, Jesse <Aviles.Jesse@epa.gov>; Mutter, Andrew <mutter.andrew@epa.gov>; Mylott, Richard <Mylott.Richard@epa.gov>
Subject: RE: Let's talk Facebook!

Yes and if other orgs share our FB post they then are targeting more local audiences. It's good to let us know which orgs are involved at your sites and we can "friend" them too.
L.

From: Guerra, Valeria
Sent: Friday, October 12, 2018 10:56 AM
To: Marruffo, Json <Marruffo.Json@epa.gov>; Faulk, Libby <Faulk.Libby@epa.gov>; McClain-Vanderpool, Lisa <Mcclain-Vanderpool.Lisa@epa.gov>; Chergo, Jennifer <Chergo.Jennifer@epa.gov>
Cc: Aviles, Jesse <Aviles.Jesse@epa.gov>; Mutter, Andrew <mutter.andrew@epa.gov>; Mylott, Richard <Mylott.Richard@epa.gov>
Subject: RE: Let's talk Facebook!

In the interim and to keep things simple for your next CAG meeting you could send out a FB post and let them know it's out there so they can share with their networks. For the Colorado smelter CAG we usually just a post a reminder with a short blurb about the topic discussions.

Neighborworks used FB ads when they were doing advertising for the JTI program. They said it was very affordable and much less expensive than the paper. Per all the discussion below, it sounds like it is going to take a while before we know if we can purchase ad space via FB.

From: Marruffo, Json
Sent: Friday, October 12, 2018 7:51 AM
To: Faulk, Libby <Faulk.Libby@epa.gov>; McClain-Vanderpool, Lisa <Mcclain-Vanderpool.Lisa@epa.gov>; Chergo, Jennifer <Chergo.Jennifer@epa.gov>
Cc: Guerra, Valeria <Guerra.Valeria@epa.gov>; Aviles, Jesse <Aviles.Jesse@epa.gov>; Mutter, Andrew <mutter.andrew@epa.gov>; Mylott, Richard <Mylott.Richard@epa.gov>
Subject: RE: Let's talk Facebook!

Will do. Not sure what the time frame is for VB/I-70, but if the CDPHE can use their Next Door account to promote any meetings, may be the best, and quickest method. However, I will continue to pursue.

Thanks,

Json

From: Faulk, Libby
Sent: Friday, October 12, 2018 7:46 AM
To: Marruffo, Json <Marruffo.Json@epa.gov>; McClain-Vanderpool, Lisa <Mcclain-Vanderpool.Lisa@epa.gov>; Chergo, Jennifer <Chergo.Jennifer@epa.gov>
Cc: Guerra, Valeria <Guerra.Valeria@epa.gov>; Aviles, Jesse <Aviles.Jesse@epa.gov>; Mutter, Andrew <mutter.andrew@epa.gov>; Mylott, Richard <Mylott.Richard@epa.gov>
Subject: Re: Let's talk Facebook!

Just FYI - if there's a once time cost associated with any of the tools/ideas we'd like to try we can probably cover it under Superfund since it is Superfund related. Thanks, Libby

From: Marruffo, Json
Sent: Friday, October 12, 2018 7:12 AM
To: McClain-Vanderpool, Lisa; Chergo, Jennifer
Cc: Guerra, Valeria; Aviles, Jesse; Mutter, Andrew; Mylott, Richard; Faulk, Libby
Subject: RE: Let's talk Facebook!

We don't have a Friendly Terms of Service with Next Door, but we can ask to get it on the list for review (process takes several months because lawyers require extensive review). Here's a [list of companies](#) we have a Friendly TOS. There is the possibility of using Meetup (small fee). Also, it has not officially rolled out yet, but Facebook has been testing some new Community organization tools (I will check into further).

As for promoting public meetings, this may be possible if it includes comment opportunities. I will see if Facebook has an event promotion platform separate from the Ad platform, maybe even for government specifically.

The biggest problem I remember from SF having their own FB pages was the storage of files/documents and that the FB platform essentially owns all the content placed there. So, it quickly becomes an issue of records management, especially for the comments made by page visitors, and how it's managed. However, I will check

in with OWC and see if any other discussions are happening (problem is, the person that used to be in charge has left the agency and no replacement has been in the works, so it may be a slow process).

Thanks,

Json

From: McClain-Vanderpool, Lisa

Sent: Friday, October 12, 2018 6:38 AM

To: Chergo, Jennifer <Chergo.Jennifer@epa.gov>

Cc: Guerra, Valeria <Guerra.Valeria@epa.gov>; Aviles, Jesse <Aviles.Jesse@epa.gov>; Mutter, Andrew <mutter.andrew@epa.gov>; Marruffo, Json <Marruffo.Json@epa.gov>; Mylott, Richard <Mylott.Richard@epa.gov>; Faulk, Libby <Faulk.Libby@epa.gov>

Subject: RE: Let's talk Facebook!

Hi Jennifer and others –

We do not have a Next door account – it would be tricky since you have to live in the neighborhood – although something worth exploring for sites. Andrew I believe is going to check with OPA about whether it's something we can do.

As far as the FB post boosting we don't do that because there is a cost associated with it and I'm pretty sure we don't have the authority to do that. However, perhaps it is something else Andrew can check on if our Superfund program could pay for (Andrew?)

A while back discussions were happening about Superfund sites having their own FB pages. And I'm pretty sure the idea was nixed but does anyone know what happened to that? I think that is also a viable path to pursue since the community is so specific for each site.

Lisa

From: Chergo, Jennifer

Sent: Thursday, October 11, 2018 2:31 PM

To: Mylott, Richard <Mylott.Richard@epa.gov>; McClain-Vanderpool, Lisa <Mcclain-Vanderpool.Lisa@epa.gov>; Faulk, Libby <Faulk.Libby@epa.gov>

Cc: Guerra, Valeria <Guerra.Valeria@epa.gov>; Aviles, Jesse <Aviles.Jesse@epa.gov>

Subject: Let's talk Facebook!

Hi all. Jesse Aviles, the RPM for the VB/I-70 site is interested in potentially advertising our next VB/I-70 meeting on Facebook, targeted to the zipcodes around the site. I'm mentioning Jesse and copying him here because he knows more about this than I do (OK, everybody knows more about this than I do). I'm also copying Jasmin because I think maybe she's done some Facebook advertising for Colorado Smelter? Rich and Lisa – what is the EPA process for this?

Also, does EPA have a Next Door account? I'd like to advertise our VB/I-70 and Lincoln Park meetings on Next Door, but I need to have a resident's address to do so. Meghan Hughes at CDPHE tells me the state of Colorado set up an agency Next Door account so they are able to advertise in any Next Door account in the

state. Does EPA have something like this? Could we? I can ask a CAG member at these sites perhaps if they would want to advertise through their Next Door account, but I'd prefer we do that ourselves, if possible.

Thanks,
-jc

Jennifer Chergo
Public Affairs Specialist
U.S. Environmental Protection Agency
1595 Wynkoop Street, Denver, CO 80202
(303) 312-6601